**DVM360 Full Circle E-Newsletter**

**Channel:** KMPS MJH Life Sciences – VCAST

**Customer:** MJH Life Sciences – VCAST – Editorial

**Campaign Item Template:** DVM360 Full Circle

**Message Template:** 1

**Folder Name:** Enewsletters > DVM360 Full Circle enewsletter

**Recipient Details:**

ECN Group Name: DVM360 Full Circle e-newsletter | Weekly

ECN Filter Name: Enews Master Filter

**Google Analytics Tracking:**

* Campaign Source: CustomValue > enl-full-circle
* Campaign Medium: CustomValue > email
* Campaign Name: BlastID

**Mailing: Deploy AB test to 30% of audience at 6am, champion at 1pm; every Wednesday**

**Subject line A: Happy Vet Tech Week! Here are 10 superstar techs to watch, plus, foiling diabetes frustration**

**Subject line B: Healthy dog euthanized and buried with its owner, plus: 10 superstar techs to watch in honor of Tech Week!**

**PREHEADER SUMMARY**

**Celebrate National Vet Tech Week with us! Plus, foiling frustration with diabetes management, assuming positive intent with your vet team, and the story of a healthy dog euthanized to be buried with its owner.**

**LEADERBOARD AD**

Ad tag from HCL

**IN THIS ISSUE**

**GDV doesn’t have to make your stomach turn**

**Tick snowglobe DIY**

**DJD in cats**

**Celebrate Vet Tech Week with us!**

**SPLASH MODULE**

**10 vet tech superstars to follow**

We all know that National Veterinary Technician Week (happening right now, Oct. 13-19) celebrates the contributions of all veterinary technicians. Because every person brings something different to the table, however, it’s important to celebrate each team member’s unique contribution. Every clinic has a few technician rock stars who excel at patient and client care. In honor of National Veterinary Technician Week, here are 10 technicians who are killing the career game and inspiring the next wave of vet tech heroes.

<http://veterinarynews.dvm360.com/10-vet-tech-superstars-follow>

superstar**.jpg**

**TODAY ON DVM360.COM:**

**It’s complicated: Foiling the frustrations of diabetes management in pets**

Diabetes cases have you (and your clients) howling in frustration? Use these tips to achieve glycemic control.

<http://veterinarymedicine.dvm360.com/it-s-complicated-foiling-frustrations-diabetes-management-pets>

 howling.jpg

**A dog was euthanized so it could be buried with its owner. You responded en masse.**

Back in May 2019, CNN ran an article that quickly went viral. When we shared it on the dvm360 Facebook page, readers had a lot to say.

<http://veterinarynews.dvm360.com/dog-was-euthanized-so-it-could-be-buried-with-its-owner-you-responded-en-masse>

emma.jpg

**Why assume the worst of your veterinary team?**

When you tell others to assume the best in people when they’re complaining, you’re likely to get some eye rolls. But the truth is, there’s a lot of power in decreasing your own stress levels by seeking out positive intent in others. Here’s how to do it.

<http://veterinaryteam.dvm360.com/managers-why-assume-worst-your-veterinary-team>

 worst.jpg

**TOOLS YOU NEED NOW**

**Celebrate National Veterinary Technician Week with us**

Appreciation and inspiration for the technicians who serve pets and people every day. Special thanks for Banfield for their support of rockstar techs!

[**http://veterinaryteam.dvm360.com/celebrate-national-veterinary-technician-week-with-us**](http://veterinaryteam.dvm360.com/celebrate-national-veterinary-technician-week-with-us)

**techweek.jpg**

**Tip: Make a tick snowglobe**

Make the world’s most creepy snow globe, courtesy of this veterinary parasitologist’s tick education idea.

<http://veterinaryteam.dvm360.com/tip-make-tick-snowglobe>

**snowglobe.jpg**

**Client handout: Rabies 101: What you need to know**

Use this handout to educate your clients about rabies, including how to recognize it, how it’s treated and how to prevent it.

<http://veterinarybusiness.dvm360.com/client-handout-rabies-101-what-you-need-know>

 rabies.jpg

**READ THIS NOW...**

**Gastric dilatation-volvulus: It doesn’t have to make *your* stomach turn**

Whether you perform surgery yourself or refer your patient to a specialty veterinary facility, aggressive stabilization can make all the difference.

<http://veterinarymedicine.dvm360.com/gastric-dilatation-volvulus-it-doesn-t-have-make-your-stomach-turn>

 **gdv.jpg**

**Joint disease in cats: Assume the worst and treat for the best**

While sweeping generalizations may be a bad idea in other situations, feline expert Dr. Kelly St. Denis says it’s best to assume that all senior cats in your practice are suffering from the pain of DJD.

<http://veterinarymedicine.dvm360.com/joint-disease-cats-assume-worst-and-treat-best>

**feline.jpg**

**LINKS MODULE**

**News**

**Top 10 most (and least) pet-friendly cities**

<http://veterinarynews.dvm360.com/top-10-most-and-least-pet-friendly-cities>

**Will the real therapy dog please stand up?**

<http://veterinarynews.dvm360.com/will-real-therapy-dog-please-stand>

**dvm360 product report: Patient-side UTI test, franchise opportunity, sterilizer improvements**

<http://veterinarynews.dvm360.com/dvm360-product-report-patient-side-uti-test-franchise-opportunity-sterilizer-improvements>

**Medicine**

**The ABCs of veterinary dentistry: ‘T’ is for treatment**

<http://veterinarymedicine.dvm360.com/abcs-veterinary-dentistry-t-treatment>

**Client handout: Xylitol and dogs don't mix**

<http://veterinarymedicine.dvm360.com/client-handout-xylitol-and-dogs-dont-mix>

**6 tips for managing canine and feline diabetes**

<http://veterinarynews.dvm360.com/6-tips-managing-canine-and-feline-diabetes>

**Business**

**Should you rush to buy equipment before Dec. 31?**

<http://veterinarybusiness.dvm360.com/should-you-rush-buy-equipment-dec-31>

**6 tips to speed along a veterinary practice sale**

<http://veterinarybusiness.dvm360.com/6-tips-speed-along-veterinary-practice-sale>

**Recipe for (veterinary practice) success**

<http://veterinarybusiness.dvm360.com/recipe-veterinary-practice-success-0>

**Team**

**5 ways to better utilize your technicians**

<http://veterinaryteam.dvm360.com/5-ways-better-utilize-your-technicians>

**Hey veterinary sales reps: What do we really want? Pretty pens!**

<http://veterinaryteam.dvm360.com/hey-veterinary-sales-reps-what-do-we-really-want-pretty-pens>

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